On March 29 and Preparations for Their Entertainment Are Being Made.

SALEM, March 18—The second session of the Pythian Sisters' district convention will be held here on March 29, and the members of the local temple, Sunshine Temple, No. 21, are making preparations for the conifort and entertainment of the delegates and visitors. A number of state officers, including the grand chief, Mrs. Mary George, of Morgantown, are expected to be present on the occasion.

William McKay, son of Mr. and Mrs. Charles B. McKay, of the West End, is a member of one of the companies on the Mexican border, and no doubt has the distinction of being a member of the invading force. He enlisted in the regular army at Akron, O., in 1914. He is now a mounted scout in Company K, Twenty-second infantry, and has been at Douglass, Ariz., for some time. He writes that he is well pleased with army life.

The school savings bank system is proving very successful in the public school. A recent report of the weekly amount showed about an average of \$5 per room placed to the savings acount of the scholars, and the total to date exceeds \$100 for the first month's results.

The regular meeting of the Suffrage League is announced for Tuesday evening, March 21, in the basement of the Baptist church.

Magistrate Davis's court against the en sleeping hose when she went to Universal Supply Company, a char-bed. Testifying in court against Michtered co-operative grocery, and its doors were closed Thursday. It is bail on the charge of burglary and at- A group of students specializing in bail on the charge of burglary and atrumored that the stockholders will tempted theft from person, Mrs. Deitz numismatics have discovered that the ligations paid, and the business said: started again.

evening for the pastor, the Rev. U.

Bids for the construction of the contract awarded to Longest-Tessier money in her right stocking. and Company, of Greensboro, N. C., their bid being \$41,700 for the building complete. It will be a brick structure, replacing the school room and chapel that was destroyed by fire last year. The new building will in Government Employ Proves be modern in construction and detail, with a large auditorium and work rooms to accommodate the growing needs of the home. Work will begin at an early date.

The (Kingwood high school girls' girls Saturday night.

Wilson, of Ritchie county, was sol- mailing division.

also continue their cleaning and to him. pressing department.

time to the moving picture interests of the Lyric theater.

ited his aged parents.

ported to be critically ill.

MAN "DIES" THEE TIMES. IN ONE DAY; NURSES AND PHYSICIANS TWICE WRONG

comes but once to the ordinary man, "Old Eureka" gold mine at Sutter elder brother recently entered the but to Charles Gallagher it came three Creek, Callf., has just been made by real estate firm in question and antimes before it decided to remain. a syndicate of eastern millionaires. nouncement of this fact was read by Three times in the county hospital The mine has long been known as Louis, ending a separation of fifty-nurses and physicians pronounced "Hetty Green's pet kitten." The four years. Charles Gallagher dead-only to learn price she received for it is said to in two of the instances that the evi- have been more than \$1,000,000. dences of death were false.

Twice Gallagher came to life to struggle with the shroud which swathed him, and it was not until

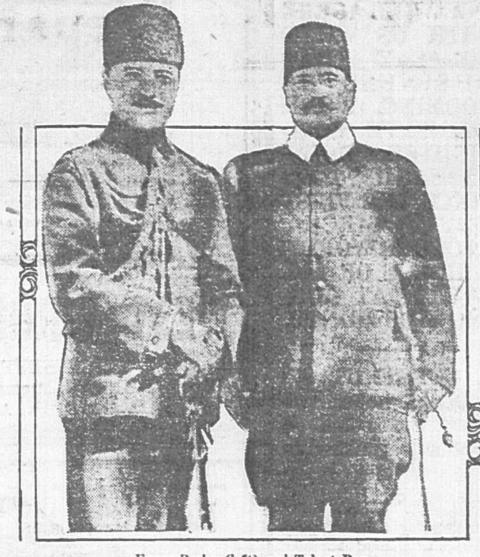
wagon and broke his back.

WAR

garian Kallroad Supply Makers.

profitable for the Austrian and Hun- Dutchman. garian railroad supply makers. Figures fust published show that since August, 1914. 961 locomotives and tenders, 3.095 passenger coaches, and 26,383 of which Parisian epicures are so + way to the Indiana reformatory + here has just been completed. It is + freight cars have been ordered by the fond, have not always come from Bur- + at Jeffersonville to serve a + 351 feet long, sixty-five feet wide and + liverable by the end of 1916, and 438 imported from Bavaria; some of them + captured, rushed into court to + tion of buildings, greatly speeded up + bars to get a drink and was + barnyards with chickens. locomotives and tenders, deliverable are now coming from Switzerland, and the work. The convicts are now busy the work t first orders is about \$64,000,000, that they be seized at the frontier on susof the second about \$16,000,000. Picion of Teuton origin.

TURKISH LEADERS GETTING UNPOPULAR



Enver Pasha (left) and Talaat Bey.

Here is a new picture of the leading figures in Turkey. Enver Pasha, minister of war, is the man who cast the lot of Turkey on the side of the Teutonic alliances in the war. Talast Bey, Turkish minister of the interior, is Enver's right hand man. As long as the Turks were victorious these men retained their popularity, but the recent Turk reverses in Asia have put them out of public favor.

"First National Pa k"

Attachments have been filed in. Mrs. Annie Dietz prudently wore wool-

The Rev. Mr. Radabaugh, of Belington, district superintendent, will fill the pulpit at the United window. The next I knew I was awak-Consequently the Persian bloods Brethern church both morning and ened by feeling one of my stockings got into the habit of saying they did being pulled off. Before I could turn not give a damn about this or that to G. Ware, who is engaged in evangel- on a light the intruder jumped through show their indifference. The word was the window and disappeared with my later adopted into the English lanleft stocking."

The chief reason why Arenewich new building at the Girls Industrial was charged merely with attempted Home, have been opened and the theft was that Mrs. Deltz put the

His Efficiency as Policeman and Interpreter.

liam M. Lowrey, a blind Cherokee In- movies, fine meals and money that she basketball team played Salem College dian, is at his desk every day in the neglected her home and husband, so mailing division of the Union Indian he charges. agency here, while on the payroll as Chase separated from his wife, The marriage of E. Curtis Bonnell, an Indian policeman he is used as an whereupon she started a suit for mainson of Mr. and Mrs. Charles Bon- interpreter and is a good one. When tenance. This was heard before Vice nell, of East Salem, to Miss Hazel not thus employed he works in the Chancellor Backes and he dismissed

home of Mr. Bonnell's parents, and ducted a crossroads store east of Mus- mitted the truth of the husband's dekogee and made a good living. He fense and also that she refused his has a son 11 years old and wanted to invitations to return to him. W. Scott Davis and Okey W. Davis get him in the Muskogee schools. He purchased the C. W. Perine store and applied for a position as interpreter have taken charge, combining the haberdashery that was formerly meeted with the payroll of Uncle Sam. Man Del vers Soap owned by W. Scott Davis. They will He has his son read the newspapers

Mr. Perine will give his entire WIDOW FOILS LAWYERS AND GETS \$6,000 CHECK

iness men, members of the same fra- ping along with the soap. ternal order as Mr. Paswater. She D. L. Perine is confined to his has received a check for \$6,000 from NEWS ITEM UNITES BROTHERS. home with a severe case of lagrippe. the Missouri Pacific, and not one cent of the money was attached by a lawyor or any one else.

SOLDIER COLONIES.

rigor mortis stiffened the body follow- New Zealand government has made women it recently received impetus ing the third death that the author- such progress with its scheme for set- when the Royal Astronomical Society ities felt safe in turning the body over tling returned soldiers on the land obtained a supplementary charter that numerous large areas have al- from the crown in order to admit Gallagher, a farmhand weighing ready been set aside, and several of women members as fellows of the sonearly 300 pounds, fell from a hay the new "colonies" are ready for oc- ciety. Five women were admitted to

GIVEN WAR CROSS.

AMSTERDAM, Mar. 18.—The grand | • • • • • • • • • • • • • • • Is Profitable for Austrian and Hun-duke of Mecklenburg-Schwerin has visited the Fokker factory and sero- + dome at Schwerin and handed the war + VIENNA, March 18.—War has been cross to Herr Fokker, who is a young

SEIZE SNAILS.

"Damn"

Is Her Right Stocking Is Not a Swear Word, Say Harvard Students, Who Delve into the Past.

"As I was placing a roll of \$400 in damn, the smallest they had in size my stocking I heard a slight noise, and the worthlessness of which is ex-

TRENTCO, N. J., March 18,-After a happy married fife of twenty-two years, Mrs. Howard Winfield Chase, of Hillcrest avenue, this city, devel-MUSKOGEE, Okla., March 18 .- Wil- oped such an abnormal fondness for

the bill of Mrs. Chase. It was shown emplaced recently. They are at the For a number of years Lowrey con- in the evidence that Mrs. Chase ad-

Te Woman in Tub

WICHITA, Kan., Mar. 18 .- When atrua, of New Brighton, N. Y., H. J. Cross returned Friday even- Harry J. Paswater, conductor on the caused the arrest of Salesman John ing from Racine, O., where he vis- Missouri Pacific, was killed under his Conroy, who delivered a soap order train near Hutchinson last year, law- in person. Conroy, replying with a H. J. Hallack and C. N. Jones were business visitors at Clarksburg Saturday.

yers won a race with the body to the Paswater home in this city, in an effort to obtain a contract with the widsow to bring a damage suit against the stated that Mrs. Pelatrua threw evrailroad. Mrs. Paswater refused to erthing in the bath tub at him, in-W. W. Freeman, a venerable citi- talk to the lawyers until she had cluding her personal opidion. He zen residing on route No. 1, is re- sought advice from four Wichita bus- denied having any suds before slip-

A newspaper item, telling of the formation of a real estate agency at Calwood, Mo., recently led to the re-HETTY GREEN SELLS A MINE. | union of Louis Bittner, 68 years old, PHYSICIANS TWICE WRONG

The purchase from Mry. Hetty

DENVER; Col., March 18.—Death

Green, the New York capitalit, of the years a merchant at Calwood. The

WOMEN ASTRONOMERS.

LONDON, Mar. 18 .- Astronomy is the latest field of human endeavor to WELLINGTON, N. Z., Mar. 18 .- The be invaded by women. As a career for membership and that many more will presumably become fellows after the March meeting.

QUICK JUSTICE.

the home of Mrs. Ralph Remy, + at Warsaw, Ind., robbing her +

CAMBRIDGE, Mass., March 18 .-

Persians years ago had a coin, the

Movies

Cause Wife to Neglect Her Home and She Loses Suit for Maintenance.

Garbed only in the flowing lines of her porcelain bathtub, Mrs. Lena Pel-

CONVICTS

Leavenworth, Kansas.

and attempting to attack her at + LIEAVENWORTH, Kan., March 18. • the point of two revolvers, • After twelve years of convict labor, • PARIS, Mar, 18.—Burgundy snails, + Charles O'Brien was on his + the east wing of the federal prison + completed the prison will house be-* * * * * * | * | tween 2,500 and 3,000 inmates,

The duke of Devonshire is one of QUAIL, TAMED BY HUNGER, the best judges of green crops in Eng-

SUBSTITUTES FOR DRUGS.

VIENNA, Mar. 18 .- To meet the ser-TOPEKA, Kan., March 18.—Reports lous shortage of certain drugs and received by the state game wardens or medicines, the Pharmacological Institute has been conducting investiga-

the protection of the birds, asserting crops from some of the more danger-

TO ADVERTUR THAT HE BOEINT ME CAN DO IT BETTERL

Advertising Is the Great National Business Science

In that Science the Nations of the World Will Soon be Competing Bitterly. America Leads Now, and the Advertisers of America Will Help to Keep This Country in the Lead.

By Arthur Brisbane, Editor, New York Journal and New York American

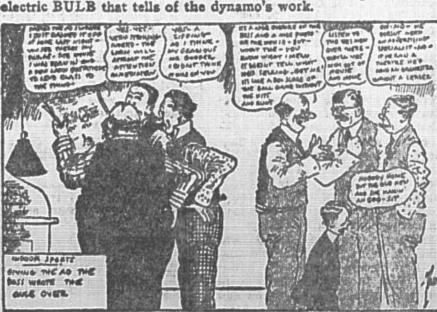
telling your story."

Advertising is the art of transferring an idea from your mind to the minds of others. The advertiser's task is to see a thing clearly, DESCRIBE IT

SIMPLY and convincingly. The great mistake of the professional advertising man is lack of simplicity.

The most idiotic mistake of the business man who has something to advertise is the notion THAT HE CAN DO IT HIMSELF BETTER THAN A PROFESSIONAL.

The picture above, by our humorous genius Tad, illustrates the commonest folly of the business man who falls to see that you cannot be at the same moment the DYNAMO in the power house grinding out the current and the brilliant BULB that sheds light and tells what the dynamo is doing. The business man is the DYNAMO, the advertising man is the



The bulb that thinks itself more important than the dynamo

The big dynamo that thinks it can get along without any bulb and make a success of a lighting plant all by itself is a foolish Advertising is an art and science important to all the nations

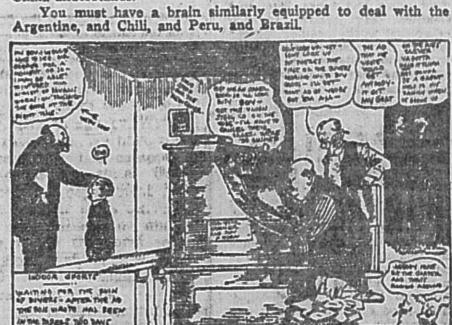
and to every man in the nation. Advertising is to business, industry, manufactures, WHAT PRINTING AND LANGUAGE ARE TO THE HUMAN RACE. Advertising is the SPEECH OF BUSINESS. Without it business

To exaggerate the importance of advertising and of its un-

For instance, this nation of ours does thousands of millions of business yearly with other countries, In South America the right kind of an INTERNATIONAL ADVERTISING CAMPAIGN would sell thousands of millions MORE of our products to the Southern republics alone.

And the right kind of advertising campaign in China and all of Asia would sell other thousands of millions. The great thing is to get the RIGHT brain to do the adver-

tising. You must have the man who understands China, what China wants, what China believes, what kind of advertising language



THAT OUT SHEET THE THE The great nations of the world are bankrupt, or bankrupting themselves as rapidly as they can. England spends fifteen millions a day on war, lends six hun-

dred millions to Italy, and heaven knows how many thousands of millions to France and Russia.

Soon, let us hope, war will stop, and then will begin THE GREATEST ADVERTISING CAMPAIGN THAT THE WORLD HAS EVER SEEN.

Turning from blood and murder to business once more, the nations broken in spirit and purse will begin a desperate fight to get back the business lost. What a magnificent thing it would be for this country if the Government could clearly understand what national advertising means, and if the United States could begin NOW the great campaign of

national development throughout the world that will soon be begun with terrific energy by the other From the nation that needs new markets down to the man who has just invented a new lamp wick, and wants the public TO KNOW WHAT HE HAS DONE, the world's problem in business is advertis-

This is one of a series to Advertise Advertising, by the Associated Advertising Clubs of the World (headquartere Indianapolis).
Write for booklet, written for buyers like yourself. Every man or
woman who buys any kind of commodities will find it profitable reading.

To advertise means "to inform." The intelligent business man and manufacturer says: "I have produced such a product at such a price. But the world is not INFORMED and does not know The advertising man, competent and alert, says: "I can inform the world, and while you devote your energies and genius TO PRODUCTION I will devote mine to DISTRIBUTION by

Foolish is the man who wants to build a house and thinks he needs no architect. Foolish the man with a broken leg who sends for no doctor, and trebly foolish the man with something worth selling who does not secure the services of a man WHO KNOWS THE ART OF TELLING what the business man has to say.

Long since we enumerated four things that the advertiser must do or fail: 1.-He must make the public SEE his advertisement.

2.-He must make the public READ it. 3.-He must make the public UNDERSTAND it. 4.-He must make the public BELIEVE it.

Is advertising difficult? It is, indeed. It would be easier to start a new religion on a successful career in the United States
THAN TO START A NEW BRAND OF SOAP.

Get the name of your client's product so thoroughly in the public brain that the product and the name you advertise become If in the United States you say "Tiffany" it means jewelry. If you say "Delmonico" it means food.

Advertising genius properly encouraged can actually take a meaning from a word as old as the language, and transfer it to a new word, to a new name.

How is this done? First of all, BY REPETITION. "Repetition is Reputation."

The great French revolutionist said that success called forth "audacity, audacity, more audacity." Advertising success calls for REPETITION, REPETITION, MORE REPETITION.

There is advertising in every year of the human being's life. The new-born baby advertises its need of food and a bath with pitiful squalling.



The little boy twisting his hat in his hand, asking for work,

seeks to advertise his qualities as an office boy. The young man in his courting is a tremendous advertising agent, hoping that he will favorably impress one who is the entire public to him and persuade her to accept what he has to offer. To every advertiser of every kind these things are of vital importance in bringing success.

Know that you are telling a truth which is aseful to the public. Express yourself with SIMPLICITY, for that is the greatest of literary art.

Know exactly what it is that you have to say.

There is no literary discipline as valuable as advertisement writing, if the work is understood. You must avoid dryness, which discourages the reader. You must avoid unnecessary words; every one of them costs money; every surplus word discourages the reader and drives him

away from your advertisement.
You must know where to begin—just where your reader's interest begins. You must know where to stop, just where HE would stop if you did not.

You must avoid the appearance of preaching at the people, for the people get all the preaching they want on Sunday.

You must write exactly as though you were TALKING to the reader, for an advertisement writer is a salesman.

You must manage your public, find your way into their minds, and you must manage your client very often, for in the beginning advertising is discouraging; dollars go out and do not come in.

Many a man in business can wait nationally while a factory is

Many a man in business can wait patiently while a factory is going up brick by brick—knowing that the bricks must be bought and laid first. But he cannot wait patiently while his reputation is being built up brick by brick through advertising. He wants to get returns on the first load of bricks thrown on the vacant lot.

To keep him while he teaches the public is difficult—but difficulty is what makes advertising interesting.

Advertising is important, not only because it helps business, but because it increases the efficiency of

Advertising renders public service, the great advertiser puts his fortune INTO HIS REPUTATION, and if he dies his successor cannot AFFORD TO DAMAGE THAT REPUTATION. No man sets fire to a factory that has cost millions. No man sets fire to an advertising reputation that has cost millions and injures the quality of the advertised goods. That would destroy the reputation.

Every man, excepting the fool, knows that the foundation of advertising success is honesty. And the higher you hope to build THE MORE POWER-FUL YOUR FOUNDATION MUST BE.

land. Two hours after he entered . Themselves Build Wing on Prison at

ROOSTS WITH CHICKENS.

thousands of quails in the two states tions into the production of proper ALL THE KNOTHOLES. . have been fed by farmers and pre- substitutes. The Druggists Wochen-NEW YORK, March 19.—Carl • weather. As a result, some reports cessful "Ersatz" medicines already railroads of the dual monarchy. In addition orders have just been given for 4,000 additional freight cars de
for 5,000 additional freight cars de
for 6,000 additional fre place of lodine as a skin disinfectant,

* * that in so doing they protect their ous insect pests,